

SLA ACTIVITY	MIY UPDATE ON ACTIVITY TO DATE (April to October 2016)
<b>High value jobs growth initiatives</b>	
<b>WORK WITH EXPANDING BUSINESSES TO BE ANCHOR TENANTS ON KEY SITES</b>	<ul style="list-style-type: none"> <li>• Over the six months (Apr – Sept), Make It York received 140 commercial premises enquiries. Recent enquiries have spanned sectors including financial and professional services, creative and digital, retail, manufacturing, and biotechnology.</li> <li>• MIY have worked with several key indigenous businesses to support longer term expansion plans</li> <li>• MIY attended MIPIM UK in October alongside the Leeds City Region LEP, promoting key inward investment and development opportunities.</li> </ul>
<b>HOLD KEY ACCOUNTS WITH 100 HIGH VALUE COMPANIES</b>	<ul style="list-style-type: none"> <li>• Make It York has identified over 100 businesses across a range of key sectors as the basis for a ‘key account management’ relationship. Regular meetings are taking place and these will inform regular business insight reports going forward.</li> </ul>
<b>DELIVER IMPROVED WEB + DIGITAL MARKETING OF THE CITY TO A BUSINESS AUDIENCE</b>	<ul style="list-style-type: none"> <li>• A new ‘Invest in York’ website has been launched as part of the Make It York website</li> <li>• A new soft landing package and guide to living in York have been developed. These offer easy access to tailored professional, legal, recruitment and accountancy support alongside interim easy terms property offers, and provide useful information to help relocating staff find the information they need to settle in quickly.</li> <li>• Twitter and LinkedIn are being proactively used to target business messages. @York_Means_Biz twitter handle is being used as the primary business feed and now has 2,790 followers.</li> </ul>

	<ul style="list-style-type: none"> <li>• MIY continue to deliver York Business Hour online and as a podcast.</li> </ul>
<p><b>TARGET INWARD INVESTMENT THROUGH SENIOR ADVOCATES AND INTERMEDIARIES</b></p>	<ul style="list-style-type: none"> <li>• An ambassador’s programme is due to launch in November/December. The programme will recruit and furnish influential business people in the city with the latest information and marketing collateral, to enable them to consistently sell the city to prospective investors as part of their national and international business.</li> <li>• A strong relationship is being built with the National Agri-Food Innovation Campus on the edge of York, supporting them to attract new sector-specific businesses to the site.</li> <li>• Work has begun, in conjunction with Leeds City Region LEP, to promote the strong investment proposition within financial technologies. The ‘Fintech Triangle’ – Leeds, Harrogate, York- will be developed and promoted collectively through upcoming campaigns and events.</li> <li>• Make It York has helped facilitate visits from Department for International Trade overseas leads for the Digital Software and IT, and Agri/Biotechnology sectors and overseas business delegations for both Biotechnology and Digital and IT technologies.</li> <li>• York’s proposition has been promoted to international audiences at several sector specific business events including events in Industrial Biotechnology, Biorenewables and Insurance.</li> <li>• Working with local partners, and with the Leeds City Region China Business Club, MIY has hosted several delegations of senior business people from China and is supporting the Lord Mayors Visit to China in November.</li> </ul>

<b>BROKERAGE TO PRIVATE SECTOR/REGIONAL BUSINESS SUPPORT AND FUNDING OPPORTUNITIES</b>	<ul style="list-style-type: none"> <li>• Over the first six months of this year, nearly 250 businesses have been assisted across a range of sectors to access growth support and advice. Support has been wide ranging, including access to finance, skills and recruitment support, start up advice and property search.</li> <li>• Over the same period, MIY has helped businesses to secure investment finance of over £400,000.</li> <li>• Make It York also continues to deliver targeted business masterclasses. Over the last 6 months, MIY has delivered 9 masterclass events in conjunction with local service providers, attended by over 200 delegates.</li> <li>• York Business Week will take place in the week commencing 14 November 2016. At the time of writing there are over 30 events registered, with more being added all the time. MIY is hosting 3 events during Business Week and is working closely with the York Business Week CIC to develop content and promote activity.</li> </ul>
<b>Initiatives making a fresh statement of cultural and visual identity</b>	
<b>CREATIVE MARKETING + PR TO CHANGE PERCEPTION OF CITY</b>	<ul style="list-style-type: none"> <li>• MIY has supported the Great Yorkshire Fringe, ASFF and organised this year's Illuminating York Festival.</li> <li>• Aiming to take place in Autumn 2018, and every two years thereafter, plans for the inaugural 'Mediale' festival are being developed by the newly appointed Creative Director Tom Higham. A major funding application will shortly be going into the Arts Council.</li> </ul>
<b>Initiatives bringing people and businesses together in creative low-cost ways</b>	
<b>ENABLE SUSTAINABLE</b>	<ul style="list-style-type: none"> <li>• The York Food and Drink Festival taster took place in early June and the main festival was held in September. An extended Great Yorkshire Fringe was held from</li> </ul>

<b>PRIVATE/VOLUNTARY SECTOR CULTURAL EVENTS + FESTIVALS</b>	<p>15-31 July. Both events were strongly supported by MIY.</p> <ul style="list-style-type: none"> <li>• MIY will once again be supporting the BAFTA qualifying ASFF in November. This year MIY is one of the main sponsors and will host the festival and ticket office within the VIC in the run up to and during the event.</li> </ul>
<b>DIRECTORS FORUMS AND/OR PRIVATE SECTOR LED SECTOR NETWORKS</b>	<ul style="list-style-type: none"> <li>• Considerable work has been undertaken over the last 6 months to develop this year's Venturefest Yorkshire event on 16th November at York Racecourse. This year's event will boast a packed programme of content to include keynote business speakers, workshops, seminars and exhibitors.</li> <li>• The first York Food and Drink Conference was held at the Park Inn on 28th September. Hosted by Chris Stott, KPMG's national sector lead for food and drink, with speakers including Food and Drink Federation, Harrogate Water Brands, Nestle and Morrison's, the event was attended by over 100 delegates.</li> <li>• Make It York has helped to facilitate the establishment of 'Agri-Food Yorkshire' - a newly formed network which brings together 14 of the region's food and farming networks.</li> <li>• Science City York has partnered with FERA Science Ltd to develop the SIAFS programme. The programme (launched in October) is aimed at encouraging investment and growth in the agri-food sector and will provide access to specialist support and grant funding to deliver business innovation.</li> <li>• Work is underway with the Rail related businesses in the city to identify how MIY can best support the sector.</li> <li>• Science City York has continued to engage strongly with Bioscience and Creative, Digital and IT Businesses. Several Directors Forum have taken place and a number of supplementary events have also been run to engage the business</li> </ul>

	<p>community including Dot York, Tech Scene York and Technology Digest. Collectively these events attracted over 350 delegates.</p> <ul style="list-style-type: none"> <li>• Make It York/Science City York has strategically partnered with the University of York to develop and deliver the Product and Process Innovation programme. PAPI is a small capital grants scheme that will provide financial support to regional SMEs, helping them to innovate through the development of new products and processes.</li> </ul>
<p><b>ROLLOUT OF BISHOPTHORPE ROAD MODEL</b></p>	<ul style="list-style-type: none"> <li>• Work is continuing to support a number of initiatives including Fossgate, Micklegate and Acomb.</li> <li>• MIY have now also started discussions with Haxby and Wigginton and with the Shambles traders to assess how we might help them establish their own groups.</li> </ul>
<p><b>Events, city centre and market management (funded by license agreements with City of York Council)</b></p>	
<p><b>MARKET MANAGEMENT</b></p>	<ul style="list-style-type: none"> <li>• Work has been ongoing to improve the shambles market environment and footfall.</li> <li>• A new weekly food zone, operating under the brand Taste York was launched in Shambles Market in July.</li> <li>• A review of the monthly Farmers Market was undertaken and The Farmers Market contract has now been awarded to Yorkshire Farmers Markets who will deliver a monthly Farmers Market in St Sampson's Square from February 2017.</li> <li>• The new Shambles Food Court was officially launched during illuminating York in October. This has been a considerable investment by MIY and is a big step forward in trying to change the perception of the market.</li> <li>• The first summer evening event 'Shambles Feast' was held in June. Further Street Feast events took place over the summer attracting up to 300 people each</li> </ul>

	evening. The event will resume in the spring.
<b>CITY CENTRE, EVENTS &amp; FESTIVALS MANAGEMENT</b>	<ul style="list-style-type: none"> <li>• Organised by MIY, Illuminating York took place October 26<sup>th</sup> to 29<sup>th</sup>. With one ticketed and 7 free installations around the city, the event was extremely well received. The feedback has been overwhelmingly positive.</li> <li>• The York Christmas Festival launches on 17 November with the opening night of the market and Tipi, first late night shopping night and switch on of the St Helen's Square Christmas Tree lights.</li> <li>• The market will be throughout Parliament Street, St Sampson's Square and Coppergate with hot food and mulled wine units throughout. There will be over 100 chalets with over 140 different traders taking part over the 5 weeks.</li> <li>• A 'Small Business Christmas' area has been developed at Judges Lodgings courtyard with 6 small chalets providing the opportunity for up to 30 small businesses from across York and North Yorkshire to showcase their products and promote small businesses and independent traders.</li> </ul>
<b>Visitor economy development in addition to the above initiatives (funded by other income streams and shareholder subsidy to move towards long term self-sufficiency)</b>	
<b>VISITOR ECONOMY PRODUCT DEVELOPMENT</b>	
<b>VISITOR INFORMATION &amp; MARKETING</b>	<ul style="list-style-type: none"> <li>• The 'Original City Adventure' campaign has continued to run throughout the summer with digital advertising campaigns across London and the South East and the North West.</li> <li>• The York video was launched at the Make It York annual review event on 13 May and has had over 150,000 known views to date across various channels.</li> </ul>

- MIY partnered with the Sunday Times in nationally distributing 570,000 copies of a newly commissioned A5 guide to York on 5 June.
- The student 'York 100 Challenge' campaign and York Selfie Trail have been launched encouraging students and visitors to explore and get the very most out of their time in the city.
- The 'York Christmas' marketing campaign to support the events and markets, shopping and attractions activities is being rolled out.
- MIY is working closely with Marketing Manchester and Manchester Airport on China activity, supporting Hainan Airlines new Manchester Beijing route, and delivering sales missions and on territory activity in and around Beijing.
- A new Chinese language guide has been printed and 35,000 copies are being distributed in key locations in China and the UK.
- Make It York met with all VisitBritain overseas reps at the recent VIBE event in London and will attend the VisitBritain organised China Sales Mission in November meeting with key operators already using and considering Britain and the North of England. MIY also attended the City Fair travel trade event in London and had individual meetings with 40 European tour operators.
- Visit York has hosted numerous Press Visits from across the globe. The Yorkie PR initiative has generated extensive coverage in 71 publications to date from local, regional, national and international publications and newspapers –securing coverage in France, Pakistan and South Africa and China.

<b>BUSINESS TOURISM</b>	<ul style="list-style-type: none"><li>• The VisitYork4 Meetings team continue to refocus activity on targeting high value association conferences aligned with key York business sectors. Both enquires and confirmations through VistYork4meetings continue to grow year on year.</li><li>• A revised conference guide detailing York's offer was published and widely distributed among conference and events professionals. A promotional video is in final edit and will soon be released to enhance our marketing collateral further.</li><li>• The VisitYork4Meetings team attended the Meetings Show at London Olympia on June 14-16 with 5 partners: The Grand Hotel, York Conferences, FERA, National Railway Museum and Virgin Trains. And the Square Meal Venues and Events show in London on 21/22 September with partners including Virgin Trains and The Royal York Hotel. The events generated well over 200 new leads.</li><li>• The Liberal Democrats have confirmed that York has been successful in its bid and they will once again hold their spring conference in York in 2017. The last event attracted over 2,000 delegates across the 3 day conference.</li></ul>
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